

**CITY OF DELTONA, FLORIDA  
ECONOMIC DEVELOPMENT COMMERCE PARK & SUNRAIL SUB-COMMITTEE  
MEETING  
FRIDAY, JANUARY 6, 2012**

A Regular Meeting of the Economic Development Commerce Park & SunRail Sub-Committee was held on Friday, January 6, 2012 in the City of Deltona's 2<sup>nd</sup> Floor Conference Room at 2345 Providence Blvd., Deltona, Florida.

**1. CALL TO ORDER:**

The meeting was called to order at 3:34 p.m. by Chairman Cerrato.

**2. ROLL CALL:**

Chairman	Joe Cerrato	Present
Vice Chairman	Roy Braddy	Present
Sub-Committee Member	Bob Desmond	Absent (excused)
Sub-Committee Member	John "Jack" Kesler	Present
Sub-Committee Member	Franklin Welch	Absent
Staff Liaison	Jerry Mayes	Present

Also present: John Wannamaker, Public Sector Participant, Kevin Davidson, member of the public.

**3. APPROVAL OF MINUTES & AGENDA:**

**A. Adoption of the Minutes – December 16, 2011.**

Minutes were not available.

**B. Additions or Deletions to the Agenda. None**

**4. WELCOME OF GUESTS & PUBLIC:**

Chairman Cerrato welcomed Mr. Wannamaker to the meeting.

**5. CITY LIAISON REPORT:**

**A. Survey in February 2012 (not January 2012):**

Mr. Mayes directed the members to the final draft of the actual survey that is included in their agenda packet adding that it had been reviewed by both sub-committees, Medical, Education and Commerce Park & SunRail. He stated the issue they have in sending this out in the January water bill mailing is there will be some 33,000 surveys to send out and there will be costs for staff labor, paper, printing and folding. He stated he is doing some research on different organizations that may have funds that would help with the costs. He pointed out that the estimated cost not including staff time would be \$1,049.56 which would have to come out of the Business Development budget. He stated one of the organizations he has contacted is Mr. Frazier from the Center for Business Excellence who had at one time expressed that there were possibly some funds available for a project such as the survey. He stated if he has to he can pull it from his budget but that it would deplete it for the rest of the year. He stated hopefully they would be able to make the February mailing but if not they would try the March mailing; both mailings are open at this time. He pointed to an area at the bottom of the page that contained a description about the questionnaire adding that this portion will not be on the actual survey. Mr. Kessler asked why the survey wasn't included in the City Newsletter that was just sent out. Mr. Mayes stated that newsletter is done approximately 60 days ahead of time and the survey was just finished last week. Mr. Kessler asked if the survey could be included in the next issue and when would it go out. Mr. Mayes stated the newsletter is a quarterly paper and the next issue would probably go out in March or April. He stated the survey will be

going in the newsletter but he pointed out there is a bullet point that asks readers to respond to the survey if they have not already done so. He stated they really need to go ahead and get the survey out prior to the newsletter going out. Mr. Braddy stated he agreed if they could get the Center for Business Excellence or a grant to pay for the survey that would be the way to go. Chairman Cerrato asked about other organizations such as Team Volusia and ReThink. Mr. Mayes answered ReThink is the FDOT and they would not be interested in an internal survey for the City and Team Volusia is already working on a website for Deltona which is a cost item to them. He added he already has Team Volusia working on 4 or 5 things for Deltona. Chairman Cerrato asked about the costs and Mr. Mayes pointed to the breakdown of the costs which included quotes for the paper from Office Max, Staples and Office Depot in the packet. He added the labor at City Hall is not included but it needs to be listed in case the Commission or Finance asks for it. Mr. Braddy suggested getting a quote from Capital Equipment and will supply the contact information to Mr. Mayes. There were no other questions or comments

**6. OLD BUSINESS:**

**A. Agreement on:**

**(1) Asking for additional Commission task or:**

Chairman Cerrato stated that it had been discussed at the last meeting that there has been an agreement between SunRail, FDOT and the owner of the Winn Dixie plaza on Deltona Blvd. that a portion of the parking lot could be used as a park and ride for a shuttle to SunRail so, as far as their focus remaining on SunRail he believed other than monitoring the survey or maybe making some additional recommendations their task is complete. He stated at this time the sub-committee has to make a decision going forward whether to ask for an additional task from the City Commission via DEDAB or to focus on the Commerce Park. He stated they had discussed previously a micro-incubator for Deltona that could possibly be a task they could request from the City Commission and commented he would like to know how the members would like to move forward. Mr. Braddy stated he was excited about the micro-incubator project pointing out that other communities have done that and have had success. Chairman Cerrato asked Mr. Mayes to go over what a micro-incubator is. Mr. Mayes stated the purpose of a micro-incubator is to assist very small businesses such as home businesses to move out of their homes so they can grow and move on up the line. He added some CDBG funds can be used for this pointing out that there are approximately 3,000 home businesses in Deltona. He stated he is in hopes of being able at some point to be able to provide domicile space or warehouse space with a common area for a copier and fax machine; the actual use of these machines would be paid for by the business owner. He commented that Mr. Wannamaker had experience with business incubators and asked Mr. Wannamaker if he had any comments. Mr. Wannamaker commented his experience has been with different types of incubators and they usually are based near colleges for example a culinary incubator, manufacturing and high technology. He added the County has an incubator in Daytona and commented that it is filling up so fast that the County is contemplating doing one on the west side which will be in conjunction with UCF. He stated one of UCF's requirements would be a 3 year contract because they believe it takes 3 years to fill an incubator at a cost of about \$250,000 per year; you would pay the college and they would run it. He stated other requirements are that the business owner would be required to take a 6 week class and give a presentation before a panel before they could enter the incubator program. Mr. Kessler asked where the facilities would come from, would the college build it or lease them. Mr. Wannamaker stated it would be up to the community to provide the building giving a couple of examples such as the one at the airport and one in Sanford. Mr. Mayes commented that UCF has experience with about 14 incubators so far and has been very successful to this point. He reminded the members that a micro-incubator is not an incubator; it is the step before an incubator and typically would be set up with CDBG funds. He added that you would have to have a building and it would have to be ready to move into. He stated the commitment of the City to do this would come at a high cost so it would be the task for DEDAB to do the

research of ideas and locations and designs. He stated the sub-committee would be tasked to do the groundwork if the members should decide to take on this task; the sub-committee would need to ask DEDAB to request that this task be assigned to the sub-committee by the City Commission. Chairman Cerrato commented if the funds would be available in 2013 this may be a good time for the sub-committee to get started on this task so they might have a plan in mind.

**Motion was made by Mr. Braddy, seconded by Mr. Kesler to request that DEDAB address this with the City Commission and request that as a task for this sub-committee.** Chairman Cerrato asked if the sub-committee would have to be renamed. Mr. Mayes answered no; the name of the sub-committee is based on the task and would become the Commerce Park Micro-incubator Sub-Committee which is simply a description of the sub-committee.

**Motion carried with members present voting unanimously.**

Chairman Cerrato stated he would be giving the quarterly report to DEDAB at their meeting coming up on the 9<sup>th</sup> and as part of that report he would include the sub-committee's request regarding the micro-incubator task. He stated he would ask that DEDAB make the request of the City Commission to grant this request. Mr. Mayes reminded the members the meeting had been moved to Tuesday, January 10<sup>th</sup>. Chairman Cerrato stated they would be moving on to New Business which he had already touched on.

**(2) Asking Commission to allow this sub-committee to concentrate on the Commerce Park assignment.**

**7. NEW BUSINESS:**

**A. DEDAB Commerce Park and SunRail Parking 4<sup>th</sup> Quarter Report.**

Chairman Cerrato went over the quarterly report to DEDAB included in the member's packet. He stated DEDAB will in turn make a power point presentation to the City Commission updating them on their progress and part of that will be asking for an additional task. He asked the members to look over the report and asked for any comments or suggestions. He invited the sub-committee members to attend both meetings as a show of support.

**8. MEMBER COMMENTS:**

Mr. Kesler asked if there might be any other topics they could be working on in addition to the task of the micro-incubator. Chairman stated the sub-committee would be continuing with the Commerce Park in addition to the new task continuing as before.

Chairman commented that he was looking forward to another year and is excited about the Commerce Park and incubator.

**9. PUBLIC COMMENTS:**

Chairman Cerrato acknowledged there was a member from the public there and asked for a name. The person stated his name was Kevin Davidson. Chairman Cerrato welcomed Mr. Davidson and asked if he had any comments. Mr. Mayes welcomed Mr. Davidson and stated the sub-committee was looking for additional members if he is interested and outlined the requirements to be a member. Chairman Cerrato stated if Mr. Davidson had any questions or wanted more information to contact Mr. Mayes.

**10. CONFIRMATION OF NEXT MEETING DATE, TIME AND LOCATION.**

1 The next meeting will take place on Friday, February 3, 2012 at 3:30pm in the 2<sup>nd</sup> Floor Conference  
2 Room. Mr. Mayes stated he will send out notification.  
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4 **8. ADJOURNMENT:**  
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6 **Motion was made by Mr. Kesler, seconded by Mr. Braddy to adjourn the meeting.**  
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8 **Motion carried with members present voting unanimously.**  
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10 The meeting adjourned at 4:05 p.m.  
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**Joseph Cerrato, Chairman**  
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17 **ATTEST:**  
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**Janet Day, Admin. Assistant II**